

## Control of Prices is Clarified

### Esquire Films Expands

Esquire Films Limited, formed in 1940 with Archie Laurie as Canadian general manager, with the acquisition of the product of two more English companies, will establish its own sales and booking offices in Dominion film centres. Physical distribution and shipping, as in the past, will be through the facilities of Empire-Universal until Esquire's development is sufficiently advanced to merit the taking over of the task by the latter company.

A formal announcement of Esquire's plans will be found in the inside pages.

The head office for Canada, as well as the Ontario sales and booking department, will likely be at 21 Dundas Square, Toronto, in the Hermant Building, which

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### Roddy for 'Yearling'

Metro is testing Roddy MacDowall for the boy in "The Yearling," production of which was abandoned last Spring after the company had spent an estimated \$500,000 on the picture. If test of the MacDowall boy is satisfactory, production will begin in about six weeks in Hollywood.

### Russell in RCAF

George Russell, who used to manage the Mayfair, Toronto, is now in the RCAF. He recently graduated as an observer at the head of his class and got a commission.

### Reid Replaces Horton

Ernest Reid has replaced Harold Horton as assistant manager to Robert Brown at the Vanity, Windsor, a 20th Century Theatres house. Horton has taken a spot with the Ford Motor Company.

### Board Not 'Cure-All' for Trade's Past Problems -- Stewart

The Theatres and Film Section of the Wartime Prices and Trade Board will not act as a "cure-all" for the ills of the past, real and alleged, as part of the organization of the industry on a wartime basis, it was learned.

That is the opinion of James Stewart, head of the services Administration Board of the Wartime Prices and Trade Board. When asked about the contention of certain individuals that his office should undertake the consideration of matters in dispute for many years, Mr. Stewart explained that he was interested chiefly in maintaining the status quo. Nor was he particularly interested in what happened in the industry before September 1941, the date on which government regulation was inaugurated.

The question arose because of the introduction of peacetime inter-trade disputes by Henry Falk, spokesman of the newly-formed Independent Motion Picture Exhibitors Association, at the sessions of the all-Canada conference of trade representatives at Toronto

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### Was His Kisser Cerise? It Was

Gordon Munroe, artist for Odeon in Vancouver, was doing a late stint at the drawing-board. Some of the staff was still around. He tried to phone his wife. A man's voice answered. It being a night line, he figured on office kibitzer was on it.

"Get off the line, you dope!" he barked.

It turned out that the supposed kibitzer was the new District Manager, Dave Griesdorf.

It's all right. He's still working.

### Quebec Bow for Columbia Film

Columbia is planning a Canadian premiere for its "The Adventures of Martin Eden." Glenn Ford, who plays the lead, will fly to the French-Canadian city for the doings on March 7th.

The idea back of it is the homecoming of Glenn Ford, who took that name from the place of his birth, Glenn Ford, a village near Quebec. The village has no theatre so the people will be transported to Quebec to greet the guest of honor.

Dignitaries from both the city and province of Quebec have signified their intention of attending.

### Union Dispute In Kitchener

Union trouble has broken out in Kitchener, Ontario. The trouble is not between employer and employee but between the two projectionist's unions.

Scene of the trouble is the Fox Theatre, recently opened under manager Bruce McLeod, which signed contracts with the National Union of Theatrical Employees, Local 10, a body affiliated with the Canadian Congress of Labor. All other theatres in the city and area are signed with the IATSE, Local 357, affiliated with the Dominion Trades and Labor Council as part of the American Federation of Labor.

The pickets of the latter body

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### Grosses for Bonds

Two circuits so far, Famous Players and Premier Operating, have converted one week's receipts into Victory Bonds. Less tax, of course. Theatre ads plugged the loan.

### Night Ban on Marquees? Other Lighting Restrictions Modified

It has been reported unofficially that all canopies and outdoor advertising in Ontario and Quebec will be blacked out from sundown to sunrise in the next two or three weeks as a move to conserve power.

The recent meeting in Ottawa of ARP representatives to discuss blackout and air raid methods yielded several concessions to the theatres. Under a recent Order-in-Council the theatres were handicapped by what amounted to a blanket rule on lighting. Regulations will be issued shortly deal-

ing with theatre lighting.

Under former regulations theatres, whether in danger zones or not, were subject to the same rules on the restriction of marquee and other lighting. The rule has been modified by the recognition of local authorities as judges of blackout needs in each area.

The provincial Fire Marshall, in each case, will discuss matters with military officers and theatre representatives to determine the exact course of conduct. Though it is likely that all theatre lights will be dimmed during trial blackouts in non-danger and other zones, anti-burglary lights will be permitted if properly restricted.

**'PARALLEL' PACKS THEM IN**

Celluloid Canadians pays. Columbia's "49th Parallel" is a holdover in Montreal, Ottawa, Hamilton, Toronto, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver, St. John, Guelph, Victoria and Halifax. It's doing strong business in the USA too. Watch Hollywood discover Canada.



# Film Weekly

VOL. 9, NO. 7 FEB. 18th, 1942

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Published by Film Publications of Canada, Limited, 5th floor, Hermant Building, 21 Dundas Square, Toronto, Ontario. Phone ADelaide 4310. Printed at 78 Wellington Street West, Toronto.

Price 5 cents each, or \$2.00 per year

Address all communications to  
The Managing Editor

CANADIAN FILM WEEKLY

21 Dundas Square  
Toronto, Canada



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## Esquire Films Expands

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structure houses several other exchanges right now. Lou Rosefield formerly with Empire-Universal, will be the Toronto salesman.

Larry Druxerman will handle Quebec from an office in Montreal's film headquarters, Monkland Avenue.

Izzy Allen, well-known throughout the west, will supervise sales and booking in Calgary and Winnipeg from an office in the latter city. Sammy Swartz will act as booker for Mr. Allen.

Esquire intends to open branch offices in Calgary, St. John and Vancouver at the most convenient time and appointments to the personnel are being considered now.

British National and others have had a spotty distribution in Canada, a situation that will be rectified by the new policy.

Esquire Films, Mr. Laurie revealed, has a strong leadoff group for its 1942-43 program. It has "Pimpernel Smith," with Leslie Howard, now playing to strong business in the USA as "Mr. V"; The "Old Mother Riley" series of features with George Lucan, a comedian as yet not shown in Canada but who is second to Formby in Britain; a new George Formby film; and "My Wife's Family," a Pathe slapstick comedy that is currently enjoying good runs in the Old Country.

Other features in the Esquire lineup are "Ships With Wings," "One of Our Aircraft is Missing," J. B. Priestly's "Let the People Sing," "The Common Touch," "Battle of the Atlantic," "London Is Burning," "Banana Ridge," Michael Balcon's "The Big Blockade" and several George Formby features.

Esquire seems to have gathered in the cream of Britain's wartime film crop.

## He Came, He Flew, He Conquered

John Gillespie Magee, a 19-year-old American, son of an American father and an English mother, became a Canadian flyer. When part of the world sold its soul to the devil, young Magee, like so many of his countrymen, gave his to Democracy.

Son of a minister, he came to this haven of the exiled and the free and placed himself at their side. In this land of wings he became one of us. He died as one of us—on December 11, 1941, as a member of the RCAF.

Of the vast literature of war little is remembered afterwards. But that which remains is graven forever on the hearts and minds of the people.

John Magee was a poet. His soul could not soar in a fascist world. As a member of the RCAF he gave expression to it as a man and as an artist. One of his poems, printed in the New York Herald Tribune after his death, will be remembered long after the wickedness he gave his life to defeat is dry-as-dust history.

Here is the poem:

### HIGH FLIGHT

Oh, I have slipped the surly bonds of earth,  
And danced the skies on laughter-silvered wings;  
Sunward I've climbed and joined the tumbling mirth  
Of sun-split clouds—and done a hundred things  
You have not dreamed of—wheeled and soared and swung  
High in the sunlit silence. Hov'ring there,  
I've chased the shouting wind along and flung  
My eager craft through footless halls of air.  
Up, up the long delirious, burning blue  
I've topped the wind-swept heights with easy grace,  
Where never lark, or even eagle, flew;  
And, while with silent, lifting mind I've trod  
The high untrespassed sanctity of space,  
Put out my hand, and touched the face of God.

When war came John Magee knew his duty. You know yours. It is time again for Victory Bonds.

## ECHOES and REFLECTIONS

### THEATRE ARTS MONTHLY

(Cameraman Gregg Toland in an article called "What Does the Cameraman Do?")

There is one controversy which will always rage in Hollywood. It concerns the star system. As a cameraman, I have been unable to side-step that issue. The question has too often been asked, point-blank: What do you think of the star system?

This is my answer. Although it is of undeniable economic importance and practically speaking, a virtual necessity, I cannot help but regard it as a dramatic deterrent. Such a system is always doomed to be in conflict with the ideal of perfect realistic effect. The star system predisposes to the theory that the star is the thing, in opposition to the truth that the play's the thing. It often becomes necessary to please the star, to the detriment of the general effect. This is understandable, from the cameraman's viewpoint, when you consider the importance of lighting and angles in securing that effect. The best angle, the most

### NED. E. DEPINET OF RKO

(Testifying in a film case before a Minneapolis court.)

"Your honor, don't let anyone fool you. A motion picture studio is just an old-fashioned workshop. There's no glamor whatever about it."

appropriate lighting for the scene, may have to be discarded in favor of the particular angle of light value most flattering to a star or principal. Such photo-flattery often means the subjugation of realism to personality.

The perfect vehicle, to the cameraman's way of thinking, is the picture in which story and dramatic values are uppermost and the players are regarded in their true category, i.e., the characters in the play rather than motion picture personalities. It was this theory, so astutely adhered to in some of the continental importations such as "Pepe le Moko," "The Baker's Wife" and others of that ilk, which made those pictures classic examples of the potentialities of camera effectiveness.

## 'Clouds' in Spangled Bow

"Captains of the Clouds," Warners' saga of the Royal Canadian Air Force premiered at Shea's, Toronto, amid military and civic fuss and feathers, accompanied by the RCAF bugle band, a parade and a broadcast. The debut date was Thursday night, February 12th.

A CBC broadcast the previous night was based on "Clouds," a Warners' picture starring James Cagney. The radio show was linked with the Victory Loan and assisted the buildup tremendously.

Those who took part in the broadcast from the lobby of the theatre included:

His Worship, Mayor Fred Conboy of Toronto, Air Commodore G. E. Brookes, R.C.A.F. officer commanding the No. 1 Training Command, Group Captain T. H. MacWorth, D.F.C., R.A.F., Major Ole Reistad, officer commanding the R.N.A.F. in the Toronto area, Mrs. Donald W. McGibbon, Ontario film convener for the I.O.-D.E., Mr. A. E. Arscott, chairman for Ontario, Second Victory Loan Committee, and Laura Elston, well-known radio movie-news commentator.

While the broadcast was taking place, the Bugle Band led the way into the theatre, lining up in open formation to face the audience as the airmen marched to their reserved-seat section in the main-orchestra. When they gained their places, Shea's mammoth organ, played by A.C.1 Colin Corbett, R.C.A.F., swelled into "Captains of the Clouds," title-tune from the movie. Immediately following this ceremony, the first showing of the motion picture was projected.

The fanfare at the Ottawa opening was equally impressive. His excellency, The Earl of Athlone, Princess Alice, Prime Minister Mackenzie King and members of the cabinet were on hand. New York and London also staged bright welcomes.

## Union Dispute

(Continued from Page 1)

have been parading in front of the Fox for almost a month now, with occasional police interference. Both organizations inserted ads in the Kitchener Daily Record calling attention to their positions.

The end of the dispute does not seem in sight as yet.

Complete Theatre Equipment  
and Supplies

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ELECTRIC CO.**  
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## Stewardess Gets 'Clouds' Trophy

The first "Captains of the Clouds" Trophy, to be awarded annually to the woman who has best served the cause of aviation in the United States and Canada, was presented to Hazel Brooks, chief stewardess of American Airlines. The presentation was made by Captain Gil Rob Wilson, Director of Civilian Air Patrol, at the Airlines Terminal, New York City.

Miss Brooks, senior stewardess of American Airlines, recently completed a 6,000-mile aerial tour embracing Boston, New York, Washington, Cincinnati and other selected applicants for the Americities, where she interviewed and can Airlines Training School under her tutelage.

The trophy winner is a Cincinnati girl. She was graduated as a registered nurse from Christ Hospital, Cincinnati, in 1934, and has been an airline stewardess since 1935, when she made the inaugural Flagship flight between Chicago and Washington.

## Cinema Theatre Flash Bow

The Cinema Theatre, north Yonge street, Toronto, was the scene of a flashy grand opening on February 12th that won much attention throughout that end of the city and was noted by local screen scribes.

Formerly the Oriole, the house had a thorough going-over from cellar to roof and the result is one of the finest district houses in the city.

Bob Martin is manager of the Cinema, which is a 20th Century house.

## United Artists to Release 8 Features

Eight major productions will be released by United Artists during the period from February 6 to May 15, it was announced today by Carl Leserman, General Sales Manager of United Artists. In making the announcement, Mr. Leserman states that these eight films represent one of the largest production investments in the history of the company.

The pictures cover a variety of subjects ranging from melodrama and adventure to comedy and farce. Among them is one film produced entirely in Technicolor.

The stars who will be seen in these United Artists releases include Charlie Chaplin, Carole Lombard, Jack Benny, Leslie Howard, Sabu, Gene Tierney, Brian Donlevy, Miriam Hopkins, Joan Bennett and George Brent.



## Horse Sense, Nothing!

Skippy, mascot of the Casino chorines and male crew, is no decadent democrat. Whine, women and song haven't ruined his will to fight. No ordinary pooch, he.

Skippy, a dog, belongs to Ida Rose, who produces the Casino's stage shows. "What," asks Ida of Skippy, "would you do to Hitler?"

At that Skippy springs into action. He sits on his sitter, waves his paws threateningly, makes mean with his eyes, bares his fangs and gives out a series of growls that would send the Hound of Baskerville scrambling for cover.

Then, like the good little showman he is, Skippy steps out of character and cocks his ears as if to say: "And, pal, I ain't kiddin'!"

Skippy growls for all Dogdom against the Nazi cur. Dogs are doing their bit. Many a brave bow-wow bowed off sharing the acclaim of his khaki'd comrades after the last war. Many a pooch is following the boys into battle now.

Dogs of war are nothing new. The ancient Egyptians and the Romans used them for sentry duty. They outfitted them with armour. During the Middle Ages, dogs, with flares attached to their backs, were sent into enemy camps to start fires.

The first dogs in America arrived with the Spanish soldiers who came after Columbus. They were used to track the natives.

Never a more loyal trooper than the canine comrade-at-arms. His not to reason why—

Skippy, we salute you!

## She Got What She Wanted

The fifth columnist of flesh shows is the alcoholic heckler. It's hard to handle the rum-soggy roisterers. Tossing them out leads to damage and chaos. Managers and actors have to bear with them.

The Toronto magician, Billy Arnott, drew a stew while working a theatre date. A woman. Billy frisked a goldfish bowl out of a handkerchief.

"I wanna goldfish!" she bawled.

She kept up the cry. Lost was Billy's chatter and missed were many tricks. Audience, actor and manager were furious. What to do?

Billy bowed off and whispered into a stagehand's ear. The scenery-shifter slipped out. The magician ignored the cries for a goldfish.

When he returned to the stage for his encore, the first cry that greeted him was: "I wanna goldfish!"

Billy walked into the audience and up to the pest, bowed and flipped his handkerchief. Into her lap dropped the granddaddy of all the goldfish—a large Winnipeg Goldeye salmon!

The pest screamed and fled.

## Observanda

New-old faces On The Square: Harvey Harnick, here from Calgary to Columbia's head office and Victor Rackow, formerly of United Artists in Winnipeg and now working out of the Queen City. . . . Joey Simon, Regal booker, has one wrist in a cast. Let him tell you how it happened. . . . Shim Glazer, Fox publicity man, is a two-gun guy. Used to be a projectionist. . . . There's an East Lynne in Toronto. . . . Beth McEwen, secretary to Jim Cameron and Bert Brown of Famous Players' publicity dept, will marry Pilot Officer A. T. Lowe of Vancouver. . . . Theatre parking lot men are working out various types of warnings against tire thieves.

## Out On His Pass

A tradition in the business are the guys who get by the gate with passes. They holler louder than any that the picture stinks and the service is worse. They've been known to demand their passes back.

Syd Roth had one such. Next time the fellow asked for a ducat Syd said: "Do me a favor. Here's a dollar. Go to the Imperial!"

## Melvyn Douglas App't Attacked

The appointment of Melvyn Douglas, film star, to the Office of Civilian Defence came under fire in Congress when Representative Leland Ford, Republican, California and others attacked it as a "glamor appointment." Douglas had been named a director of OCD's art council at an annual salary of \$8,000.

Replying from his desk in Washington, Douglas recalled his work with the Fight for Freedom Committee. In answer to a charge that he was a Communist fellow-traveler Douglas referred to the two films he had made lampooning Communism — "Ninotchka" and "He Stayed for Breakfast."

The two films, he said, "Do not strike me as the kind of activity that could be described as Communist."

"If this is any glory or fun to be met by this blast of Mr. Ford's and others, I cannot see it."

Douglas said his two principal accusers are Republicans and that he is a Democrat.

Douglas related that he ran away from home to fight in the last war and that he would register for the draft with the new class of registrants on February 16. The 40-year-old actor said he had offered his services to the Government in any capacity and that the OCD job was offered him.

Douglas went back to Hollywood to make a picture on February 14th and will return to his Washington task when it is finished.

## English Novel for RKO

"The Crime of Laura Sarelle," English novel by Joseph Shearing, has been purchased by RKO-Radio and is tentatively scheduled as a starring vehicle for Maureen O'Hara.

Reeves Espy will produce "The Crime of Laura Sarelle," a romantic murder story with a London locale replete with novel situations.

The Shearing story is expected to afford Miss O'Hara one of the finest roles of her film career.

## Battling Goofy

Seven distinct types of music within the limits of a one-reel comedy are presented in "The Art of Self Defence," Walt Disney's newest RKO Radio short subject release which stars Goofy.

The film traces the burlesque history of two-man combat from the prehistoric age right up to the present. All of the various periods are accompanied by appropriate music and rhythms, with "Frankie and Johnny" utilized as the final theme.



ANNOUNCEMENT

*Esquire*

**FILMS LIMITED**

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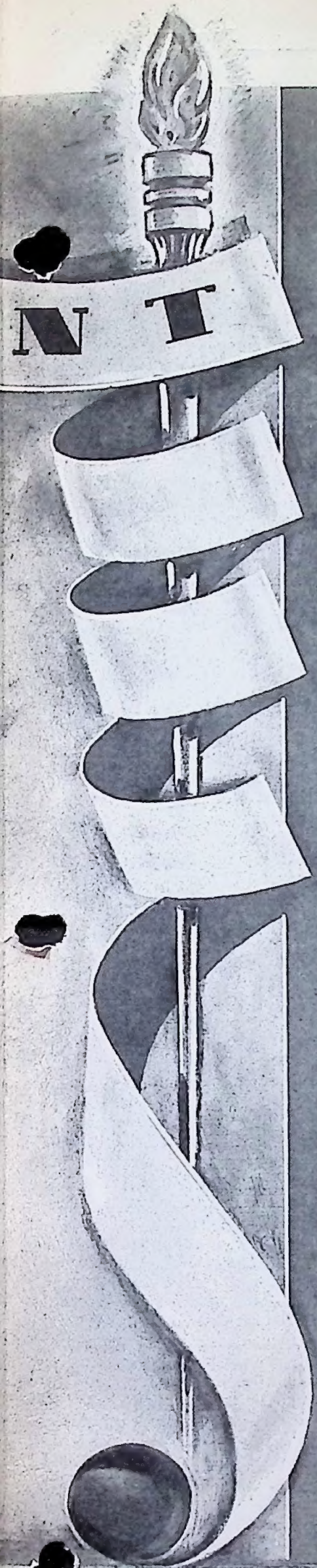
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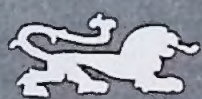




England has delivered through Esquire Films the top flight box office attractions of the past year and more smash hits are ready for release—



Today there are more BIG pictures being produced in England and more planned than at any time in history. All these attractions will now be released in Canada by ESQUIRE—



These facts are of great importance to the showman who carefully makes plans for a prosperous future for his theatre.

**IRE-UNIVERSAL FILM EXCHANGES**



# Digest of Reviews

## Esquire

### SHIPS WITH WINGS

A sweeping and splendid presentation of parts played by aircraft carriers and the Fleet Air Arm in the present struggle. Of particular interest over here is the fact that the ill-fated Ark Royal was used as the background and the public's sentimental affection for the ship is a sure guarantee of patronage.

Though the picture has plenty of ordinary and appealing love interest, the most thrilling sequences are those which deal with the work of the aircraft carrier.

The chief dramatic line deals with an impetuous FAA pilot, kicked out of the service, who vindicates himself by giving up his life to perform an heroic and important deed during enemy action.

John Clements is the pilot. Leslie Banks, Jane Baxter, Ann Todd and Edward Chapman are just part of the splendid cast which, together with expert photography and clean-cut direction, makes "Ships With Wings" a picture for the files of the future.

## Paramount

### THE BAKER'S WIFE

A French film with English sub-titles—the story of the baker in a village whose fickle wife becomes a local problem because the baker can't bake while grieving.

Has a Gallic tang and plenty of salt. Will tickle particular audiences immensely while seeming slow to others. Raimu, as the baker, is slightly wonderful—though one-man shows don't have the same appeal here as thicker casts. Ginette Leclerc, as his hot-blooded wife, plays well.

## Empire-Universal

### NORTH TO THE KLONDYKE

Plenty of action and a whiz of a scrap between Lon Chaney, Jr., and Broderick Crawford, two hefty lads who can give-and-take and do. Nice scenery, too.

Crawford is a mining engineer who tackles Chaney, a toughie who wants to run the settlers out because he knows there's gold in them there real estate and wants it.

Live matter for outdoor custom. Evelyn Ankers, Keye Luke, Willie Fung, Andy Devine and Monte Blue on hand.

## Regal

### JOE SMITH, AMERICAN

This picture is built of the stuff of war but is about the people at the back end. It is shaped around a central character and moves toward a simple point. There is no confusion in telling, heroics give way to simple individual courage and its message digs deep into the imagination of the patron.

Yet, modest as is its general pattern, it is hearty, human and full of suspense. It moves forward steadily, interest mounting till it becomes anxiety and fervent hopes and gives way to thankful relief.

Robert Young gives a rare performance of the average guy put in an unavering spot of surrendering a defence secret under torture. Marsha Hunt, as his wife, and Darryl Hickman, as his son, aid the homey atmosphere that gives the picture its background.

In Canada, the title might seem to particularize the picture. Actually there is but a modest amount of flag-waving.

### MAIN STREET ON THE MARCH (Short Subject)

This is an impressive pictorial history of the United States before and after its entry into the war. It avoids the flourish used by some other shorts of a like nature in retelling American history and effort. That gives it much appeal to add to its already interesting record of things.

### FLAG OF MERCY (Short Subject)

One of John Nesbitt's "The Passing Parade" series. This one is about Clara Barton and her long fight to establish the Red Cross in America. We learned that the first Red Cross units to enter the United States came in via Canada at the request of Clara Barton when help was needed at a disaster. Informative and appealing.

## Columbia

### THE LADY IS WILLING

This looks as if the studio tried a repeat on "Penny Serenade." The film doesn't work out that way but is amusing all the way and interesting for most of it. Marlene Dietrich, as a big-hearted but zany stage star, is somewhat different than you would expect from her. Nor does the idea get across that she's just a girl from a small Yankee town who became a sophisticated stage queen. But she plays capably enough for all. The picture should do well.

It seems that she just picks up an abandoned baby and marries Fred MacMurray, the doctor, to stave off the authorities. The baby gets sick, Fred saves it and love enters. But shucks, you knew that all the time.

Aline MacMahon, as the wise secretary of the actress, and Arline Judge, as Fred's mooching ex-frau, help things along.

## Price Control Made Clearer Board Not 'Cure-All'—Stewart

(Continued from Page 1)

on February 9th and 10th. The conference grew out of the need for an official and authoritative group to assist Mr. Stewart and R. C. McMullen, director of the Theatres and Film Section, in the best possible disposition of war-time film trade matters.

Falk's organization, of which Barnett E. Laxer is president, recently opened vigorous attacks on the conduct of arbitration boards in Canada, claiming that the Independent exhibitor was not receiving fair judgment and criticizing the distribution of product generally. The injection by him of censure of industry self-regulation caused a lack of harmony and did not help facilitate the purposes of the meeting.

After two days of wrangling a National Advisory Council was chosen to act with the Board, the organization of which was held up by the opinions introduced by Mr. Falk as to the purposes of the Board. Mr. Falk also questioned the status of certain delegates as Independent exhibitors. It was his contention that an exhibitor who, though maintaining an independent situation, had a business association elsewhere with a circuit, or an individual with circuit affiliations, was not a truly Independent exhibitor. As one listener suggested humorously, Mr. Falk was referring to "Ultra-Independents."

Distributors and circuits, in order to clear the way to eventual co-operation, allowed the Independents four representatives in the Council's personnel of nine. The distributors have three representatives and the circuits two. The Council setup is still to be approved by the government.

The following are members of the Advisory Council:

For the Independents: B. C. Sal-

amis, Allied Theatrical Industries of Quebec; Tom Walton, Toronto, proxy for the Alberta exhibitors; Barnett E. Laxer and Henry Falk, Independent Motion Picture Exhibitors Association.

For the circuits: Morris Stein, Famous Players; Tom Bragg, Odeon Circuit of Canada.

For the distributors: J. O'Loughlin, 20th Century-Fox; H. L. Natanson, Regal; Louis Rosenfeld, Columbia.

The delegates took time off for a luncheon on the second day. J. J. Fitzgibbons spoke, stating the need of co-operation in order to assist the government's task. Other speakers, including Henry Falk, supported Mr. Fitzgibbons stand, though Falk referred to matters which had caused differences at the business sessions.

Representatives came from many points in Canada to the meeting. Those present, together with the ones mentioned above, were B. Geldsaler, Famous Players, Toronto; P. W. Mahon, Prince Albert, Saskatchewan; W. Lester, Allied Theatrical Industries of Quebec; W. Fielding, Independent Exhibitors Limited, Maritimes; A. J. Mason, Allied Exhibitors of Nova Scotia; M. E. Walker, Independent Exhibitors, Limited, Nova Scotia; H. Schulman, Independent Exhibitors of Manitoba; L. E. Farrow, proxy for Independent Exhibitors of British Columbia; H. Freedman, Independent Theatres Association; and C. Robson, Odeon Theatres of Canada.

N. A. Taylor, of Twentieth Century Theatres, who is chairman of the Film Section of the Toronto Board of Trade, presided. The sessions were held at the Toronto Board of Trade offices in the King Edward Hotel and F. D. Tolchard, secretary of that body, served the meeting in that capacity.



## MGM Issues Shorts File

Metro-Goldwyn-Mayer studios, recognizing the increased public interest in shorts of late, has worked out an easy way for the exhibitor and publicity man to go after patronage. Though most exhibitors are indifferent to the easily-available schemes of studio exploitation departments, short subject publicity from theatre to patron is almost a lost cause.

This is particularly sad because more and more fans are discussing short subjects long after features are forgotten. Also the contact between the industry and patron is at its closest point here.

The studio has issued a shorts file, in which may be placed each group of exploitation ideas and angles for a particular short. This guide to public relations has been broken down to a simple and comprehensive form. In the supplement just issued on "Main Street on the March" will be found the following:

A series of ad and publicity mats.

The story.

Box-office angles.

Advertising lines.

Publicity matter in short and longer items to suit all demands.

Publicity and exploitation is not highly-specialized task when placed in such simple form. Anyone can use it—and should.

## Pictures in Work At Warners

"Yankee Doodle Dandy," with James Cagney, Joan Leslie, Walter Huston, Richard Whorf, Frances Langford, Irene Manning, Jean Ames, Joyce Reynolds, George Barbier and Minor Watson, under the direction of Michael Curtiz.

"Escape from Crime," with Humphrey Bogart, Irene Manning, Richard Travis, Donald Crisp, Stanley Ridges, Virginia Sale, Arthur Kennedy, Susan Peters and Howard da Silva; Lew Seiler directing.

"The Gay Sisters," with Barbara Stanwyck, George Brent, Geraldine Fitzgerald, Nancy Coleman, Grant Mitchell, Ann Revere, George Lessey, Hobart Bosworth and Charles Waldron; directed by Irving Rapper.

"Shadow of Their Wings," with Dennis Morgan, Ann Sheridan, George Tobias, Jack Carson and Russell Arms, under the direction of Lloyd Bacon.

"Desperate Journey," with Errol Flynn, John Loder, Ronald Reagan, Kaaren Verne, Raymond Massey, Alan Hale and Arthur Kennedy; Raoul Walsh directing.



THIS week we welcome to our working family Murray Sasseoff of the Ace, Toronto, a morning-to-night house opposite the City Hall.

Murray keeps his eye on the main chance and has come up with some novel programs and even more novel stunts to promote them.

He was one of the first to arrange an all-laugh show, using Bob Hope, George Formby, Laurel and Hardy and Abbott and Costello. Besides his dressed-up front he promoted a plug by Claire Wallace in her Blue Ribbon Tea radio broadcast, the most popular program around here at that hour.

He got up a clever ad featuring the comics' faces in the paper and issued a \$10,000 insurance policy to protect patrons who might die in the theatre from laughing too hard. Murray concentrates on his front because the theatre has a tremendous passing trade. His tricky stunts have won much attention from public and trade.

Murray never forgets to write to book clubs whenever he is playing a film made from a well-known volume. He keeps in touch with soldiers' clubs when he plays a picture he thinks they'd like to see. His hours are about 15 a day but he keeps working and by keeping working he keeps happy.

On "Zombie" he ran a number of teasers in the papers, with explanations from different dictionaries to create interest. From O'Pee Chee gum he promoted thousands of one of their products called "Thrills" and they even provided a girl in uniform to distribute them. The containers carried copy for both gum and picture.

Murray promoted lots of free radio time. He got a local commentator to run a contest to help him select the six most popular cartoons for a show, giving away passes as prizes.

Let me tell you, you are going to get some good reading from that boy. Take it from me, he's a go-getter and deserves every success as a man of ideas who makes them work.

When in Toronto drop in to see Murray at the Ace. You'll be welcome.

DOUG PATTERSON, Opera House, Orillia, distributed tickets for a special matinee at the schools—the showing being at 4.15, with the picture "Target for Tonight." This is nice selling and, together with the usual run of stunts, helped make a solid week.

ERNIE WARREN, Midtown, Toronto, turned in a cracker-jack campaign for Paramount's modest but timely film, "Pacific Blackout."

Ernie got window showings in 12 Woolworth stores, 8 Metropolitan stores, 10 Kresge stores and six Tamblyn drug stores. He screened the film in advance for ARP officials, movie columnists and English refugees. The film drew good notices.

Announcements were made at ARP meetings all week. There was a lobby display of actual fire-fighting and ARP equipment. All week the doorman was dressed in a complete ARP uniform and bombs, with copy attached, hung from the ceiling.

This film is made to order for exploitation. Go to work on it.

JOE PAUL, Park, Welland, got in some good licks on "Hellzapoppin'." Several thousand prescriptions of the type used by druggists and doctors offered the program as a remedy for the blues.

He had a devil street bally, a man on the stage reading a paper with an usherette asking him to move, calls going over the p.a. system for Stinky Miller, with a small lad getting up in front and walking slowly up the aisle in a disappointed way.

There are numerous other gags being used by showman Joe Paul. Good work, lad.

ON "Target for Tonight" Mel Stephens, Granada, Dunnville, pulled a prize stunt. The unbilled star of the picture was Pilot Officer Alexander Moore, who holds the Distinguished Flying Cross and has made 40 trips over Germany. Moore was in town and Mel got him to make a personal appearance during the run.

Mel gave it a grand buildup because Moore spoke on the Victory Loan during each show. Thus Mel had one of the prize scoops of the year and I take my hat off to him. Thanks, Mel, for your letter.

SPECIAL mention should come to Douglas Keyes of the Grand, London, who has been preparing stage performances for the last three days of each week. He holds auditions every Sunday, besides training a line of six girls for the show. He is promoting the costumes and will call them the Grand Cadets.

Window cards are being used to tell the public about it.

MAX PHILLIPS, Grand, Sudbury, did some good work on the MGM reissue of "Treasure Island." Personally contacted street car conductors and got them to pass around his heralds. The rest—2,000—were rushed into offices, stores, etc.

He staged a treasure hunt in the theatre for passes at the Saturday matinee with excellent results. Good work, Max. Come again.

LOYD GURR, Century, Hamilton, had seven window displays on "The Corsican Brothers." He had a swell tie-in with the Hamilton Public Library, giving away thousands of a novel bookmark with copy on it. The bookmark was shaped like a sword. Lloyd, in the proper co-operative spirit, sent the idea on to Ernie Warren of the Midtown, Toronto. You can have it too by asking.

## Players Win Magazine Awards

Ingrid Bergman was awarded Movie-Radio Guide Magazine's "Elmer" for the best performance by an actress in 1941. The award was made in recognition of her performance of Ivy in "Dr. Jekyll and Mr. Hyde."

The "Elmer," designed specially for Movie-Radio Guide of by the Leon Schlesinger Studios, is for reasons of national defence, made of wood instead of metal. Seven other "Elmers" were presented by the editors of the magazine for film achievements during the past year. To Fredric March, for his portrayal of the minister in "One Foot In Heaven" went the award for the best actor of the year; to Bob Hope went an "Elmer" as the best comedian of the year; and to Rosalind Russell went an award as the best comedienne of the year. Walter Huston was also awarded an "Elmer" for his portrayal of Mr. Scratch in "All That Money Can Buy," and Patricia Collinge was similarly honored for her work in "The Little Foxes." Additional "Elmers" were presented to Sam Wood, for his direction of "The Devil and Miss Jones," and to "Sergeant York" as the best all-around motion picture of 1941.

## 'Charley's Aunt' Clear

Twentieth Century-Fox has cleared up its Canadian barriers to the distribution of "Charley's Aunt" and will release it soon. Empire-Universal had the title rights in Canada.

## Star's Son Enlists

James Beard, 20-year-old son of Edna Best, former wife of Herbert Marshall, has enlisted in the RCAF at Vancouver.



# Snips and Snaps . . .

Big Doings at Palace, Windsor



Mr. and Mrs. J. Earl Hudson and Lieut.-Col. J. E. McCorkell, D.S.O., after the big show at the Palace, Windsor, which netted \$1,400 for the Queen's Canadian Fund for Air Raid Victims.

Mr. Hudson is managing director of the Detroit United Theatres. He was the main factor in gathering the personnel of the all-star bill from Detroit theatres which packed the Palace—1,605 seated and 100 standing. The Windsor end was under B'Nai Brith auspices and handled by C. Cem Merritt and Milton Mereizky, both well-known in the Canadian theatrical field.

However, members of the B'Nai Brith and others interested were unanimous in bestowing most of the credit on C. Cem Merritt, manager of the Palace, whose untiring efforts resulted in the co-operation of press and public—and the splendid haul.



Boy and Man



Roddy MacDowall and Tyrone Power who portray Benjamin Blake in 20th Century-Fox's "Son of Fury."



## WALLACE BEERY'S IN THE ARMY NOW!



Susie (Marjorie Main), who has been the fiancée of Sergeant "Hap" Doan for nineteen of his twenty-nine years in the cavalry, worships him, understands him, and feeds him at her little army post restaurant. "Hap" has nothing but contempt for the new arm of the service, known as the tank outfit. This turns into rage when a tank mortally injures his horse.



In his rage against the "machine guns on kiddy cars," Doan becomes insubordinate and is dishonorably discharged when he openly insults Col. Lawton (Lewis Stone). Disgraced, "Hap" quits the reservation. Then it is learned that saboteurs are plotting to destroy a tank train, and the ex-sergeant finds it easy to join the plotters because of his downfall.



Doan works himself into their confidence, and subsequently captures the gang single-handed. He is welcomed back to his command with new honors, and Col. Lawton reveals that his discharge was a trick intended to do exactly what it accomplished. Susie, who had turned against him when he was discharged, now welcomes "Hap" back with open arms.